

FSC-55-B		3/26/98	
SUBJECT: DORAL's Response to Modified GPC Discounting Activities			
DISTRIBUTION:			
<input checked="" type="checkbox"/> AVP	<input checked="" type="checkbox"/> KAM	<input checked="" type="checkbox"/> DM	
<input checked="" type="checkbox"/> RSM	<input checked="" type="checkbox"/> AM	<input checked="" type="checkbox"/> RM	
<input checked="" type="checkbox"/> RBM	<input checked="" type="checkbox"/> AE	<input type="checkbox"/> Sales Rep	
<input checked="" type="checkbox"/> ROM		<input type="checkbox"/> Retail Rep	

*1/11 -
Di sent to all
SR's*

Objective: Communicate DORAL's response to modified GPC discounting activities.

Purpose:

- Ensure Field responds accordingly within DORAL's ceiling strategy to match any reduced GPC discounting activity.
- Ensure Field understands that our ceiling strategy guidelines on DORAL do not change.

- It is apparent that GPC is minimizing/reducing all discounting activity over \$3.00 carton/30¢ pack and have placed a \$3.00 ceiling on GPC discounting until further notice.

- Whenever this activity occurs in any accounts in your market, it is extremely important that you respond to the lower discount value immediately.

Example: Account previously had a \$4.00 GPC buydown and now has a \$3.00 buydown in place. Ensure we respond to the reduced \$3.00 buydown amount on DORAL immediately.

- Our ceiling strategy guidelines on DORAL do not change; we are only responding to reduced competitive discounting values as quickly as possible.

Program Contacts: Kevin Richardson, extension #3440
Mike Jacques, extension 5660

Dave

Jim

Rick

Pat

D. I. Wilmesher
Northeast Sales Area
Vice President

J. W. Best
Southern Sales Area
Vice President

R. M. Sanders
Western Sales Area
Vice President

P. J. Cundari
Mid-West Sales Area
Vice President

51856 5552

To: MacWilliams, Lori, Natale, Fray
From: 1610 - Buffalo ROU (BRZE ZIE)
Posted: 3/27/98 10:54
Opened: 3/31/98 13:53
Subject: FWRD: DORAL's Response to Modified GPC

forwarding the following - please advise if this goes out as is or not....

thanks,
eileen

===== <Forwarded Letter> =====

From: Davis, Carla C.
To: 1610
Subject: DORAL's Response to Modified GPC Discou
Posted: 03/26/98 16:24
Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 Transport) IPM.Microsoft Mail.Note

From: Davis, Carla C.
To: 1000 - North East Sales Area
1100 - Boston Region
1110 - Boston ROU
1140 - Boston Chain
1200 - New York Region
1210 - New York ROU
1240 - New Jersey Chain
1244 - New York Chain
1300 - Philadelphia Region
1310 - Philadelphia ROU
1340 - Philadelphia Chain
1600 - Buffalo Region -
1610 - Buffalo ROU
1642 - Syracuse Chain
1645 - Buffalo Chain
1700 - Pittsburgh Region
1710 - Pittsburgh ROU
1740 - Pittsburgh Chain
1742 - Harrisburg Chain
1744 - Cleveland Chain
1800 - Cincinnati Region
1810 - Cincinnati ROU
1840 - Cincinnati Chain
1842 - Louisville Chain
1844 - Columbus Chain
1846 - Indianapolis Chain
Albers, Gary <KAM> 1846
Alessandra, Cheryl <AM> 1645
Battle, Herbert <AM> 1642
Belniak, Mike <KAM> 1140
Bomgardner, Denny L. <KAM> 1340
Burke, Helen <AM> 1142
Casabella, Terry <AM> 1842
Coleman, Brian <KAM> 1744
Divito, Patrick <AM> 1740
Dobrowolski, R E. <ROM> 1710
Duszynski, Renee <KAM> 1645
Evanchik, Audrey E. <AM> 1240
Filzin, Thomas J. <RBM> 1100

51856 9966

Taylor, David A. <KAM> 2648
Thomas, F. Frank <KAM> 2242
Tress, Anthony <KAM> 2148
Trimm, Krysti <AM> 2640
Ward, Jeffrey <AM> 2148
Wass, James A. <KAM>
Weber, Fred <RBM> 2600
Williams, Duane <ROM> 2610

Subject: DORAL's Response to Modified GPC Discounting Activities (FSC-55-B,
3-26-98)

Date: 1998-03-26 16:24

Priority: 3

Message ID: E2242DFE3BC4D1119FCE00805FE5605F

Conversation ID: DORAL's Response to Modified GPC Discounting Activities (FSC-

Attachments:

FSC55B.DOC

[[FSC55B.DOC : 5425 In FSC55B.DOC]]

51856 9994

To: Noonan, R, Ridge, Robert, Smith, Richard A., Cote, Raymond A., Sheft, S N., Macleod, Stephen, Beard, R L., Steele, Robert R., Coslett, Job H., Page, Cynthia, Salerno, Joseph S., Shellra, Marlowe, Close, Scott P., Bain, Georgia A., Tisinger, Michael D., Haskin, Susan J., Huntoon, Lynne D., Howard, M S., Orlando, Joseph J., Neaf, D M., Morris, M E., Levenstein, Howard S., Davignon, Barry A., Thompson, Timothy J., Clary, Nancy A., Miller, D S., Whiting, James R., Patterson, David P., Davis, Robert J., CHICCARELLI, John J., Doak, Donna L., Smith, P E., Pianowski, Robert J., Wallon, Laura J.

From: 1610 - Buffalo ROU (BRZEZIE)

Posted: 4/1/98 13:30

Opened: 4/2/98 10:23

Subject: FWRD: DORAL's Response to Modified GPC

FORWARDING THE FOLLOWING.....

----- <Forwarded Letter> -----

From: Davis, Carla C.

To: 1610

Subject: DORAL's Response to Modified GPC Discou

Posted: 03/26/98 16:24

Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 Transport) IPM.Microsoft Mail.Note

From: Davis, Carla C.

To: 1000 - North East Sales Area

- 1100 - Boston Region
- 1110 - Boston ROU
- 1140 - Boston Chain
- 1200 - New York Region
- 1210 - New York ROU
- 1240 - New Jersey Chain
- 1244 - New York Chain
- 1300 - Philadelphia Region
- 1310 - Philadelphia ROU
- 1340 - Philadelphia Chain
- 1600 - Buffalo Region
- 1610 - Buffalo ROU
- 1642 - Syracuse Chain
- 1645 - Buffalo Chain
- 1700 - Pittsburgh Region
- 1710 - Pittsburgh ROU
- 1740 - Pittsburgh Chain
- 1742 - Harrisburg Chain
- 1744 - Cleveland Chain
- 1800 - Cincinnati Region
- 1810 - Cincinnati ROU
- 1840 - Cincinnati Chain
- 1842 - Louisville Chain
- 1844 - Columbus Chain
- 1846 - Indianapolis Chain
- Albers, Gary <KAM> 1846
- Alessandra, Cheryl <AM> 1645
- Battle, Herbert <AM> 1642
- Belniak, Mike <KAM> 1140
- Bomgardner, Denny L. <KAM> 1340
- Burke, Helen <AM> 1142
- Casabella, Terry <AM> 1842
- Coleman, Brian <KAM> 1744
- Divito, Patrick <AM> 1740
- Dobrowolski, R E. <ROM> 1710
- Duszyński, Renee <KAM> 1645

51856 9995

Sullivan, Randall <KAM> 2944
Sweeney, Junie <KAM> 2643
Taylor, David A. <KAM> 2648
Thomas, E. Frank <KAM> 2242
Tress, Anthony <KAM> 2148
Trim, Krysti <AM> 2640
Ward, Jeffrey <AM> 2148
Wass, James A. <KAM>
Weber, Fred <RBM> 2600
Williams, Duane <ROM> 2610

Subject: DORAL's Response to Modified GPC Discounting Activities (FSC-55-B,
3-26-98)

Date: 1998-03-26 16:24

Priority: 3

Message ID: F2242DFF3BC4D1119FCE00805FE5605F

Conversation ID: DORAL's Response to Modified GPC Discounting Activities (F SC-
Attachments:

FSC55B.DOC

[[FSC55B.DOC : 5425 In FSC55B.DOC]]

CC: MacWilliams, Lori

51856 5996